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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

TITLE: "Advertising and Content Management Systems and Methods"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the centralized facsimile telephone number (571) 273-8300.

Scott P. Zimmerman
Name of Person Transmitting This Paper



July 19, 2006
Date of Transmission

37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT WITH REQUEST FOR
CONTINUED EXAMINATION

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests entry of the following amendment and remarks in response to the final Office Action mailed April 20, 2006. The Assignee respectfully submits that the pending claims distinguish over the cited document to *Marsh*.